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ABSTRACT

2 A viewer for displaying an electronic book and providing for electronic
3 commerce. In conjunction with viewing an electronic book, a user can view information
4 about products and services, view an on-line electronic catalog, and receive samples of
5 products available for purchase. By entering a purchase request, the user can purchase
6 products or services. In the case of a digital product, the user can download the
7 purchased product directly into the viewer. The viewer also records statistics concerning
8 purchase and information requests in order to recommend related products or services,
9 or for directing particular types of advertisements to the user.

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